

**AUDIOVISUAL SYSTEM AND METHOD FOR DISPLAYING SEGMENTED
ADVERTISEMENTS TAILORED TO THE CHARACTERISTIC VIEWING
PREFERENCES OF A USER**

Abstract of the Disclosure

An audiovisual system for displaying an audiovisual advertisement to a user includes a storage subsystem adapted to receive and store audiovisual advertising segments and to retrieve and transmit stored advertising segments. The audiovisual system further includes a preference determination module coupled to the storage subsystem. The preference determination module is responsive to user input and to metadata to generate one or more user profiles. Each user profile is indicative of characteristic viewing preferences of a corresponding user. The audiovisual system further includes a system controller coupled to the storage subsystem. The system controller is responsive to the metadata and to the user profile corresponding to the user to select and retrieve a plurality of stored advertising segments from the storage subsystem and to dynamically assemble the retrieved plurality of stored advertising segments to form the advertisement which is tailored to the characteristic viewing preferences of the user.